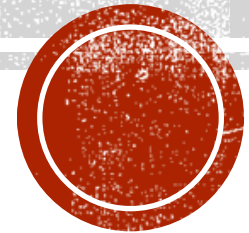




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# MARYLAND RURAL HEALTH PLAN



Virginia Brown, DrPH, University of Maryland Extension

Lara Wilson, M.S., Maryland Rural Health Association



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# PREVIOUS RURAL HEALTH PLAN

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- Released in June 2007
- Focused on 4 focus (structural) areas and 4 health issue areas, with strategies for each
- Used health data, anecdotal evidences and a steering committee to create the plan





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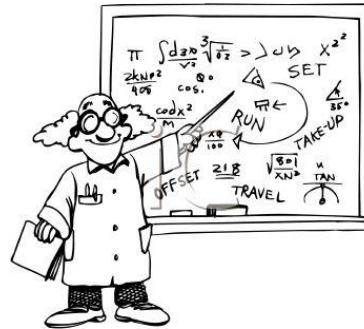
# 2017 RURAL HEALTH PLAN

- Partnership:



# 2017 RURAL HEALTH PLAN

- Use of multiple data points



- Maryland Rural Health Association Board of Directors provided oversight and input to approach and plan development





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# DATA COLLECTION

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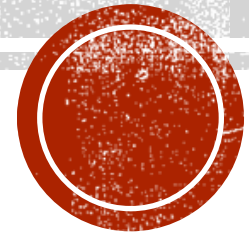
- Data Collected during Spring and Summer 2017
- Focus groups
- Thematic Analysis and inter-rater reliability of 15% of focus groups





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# WHAT THE DATA TOLD US



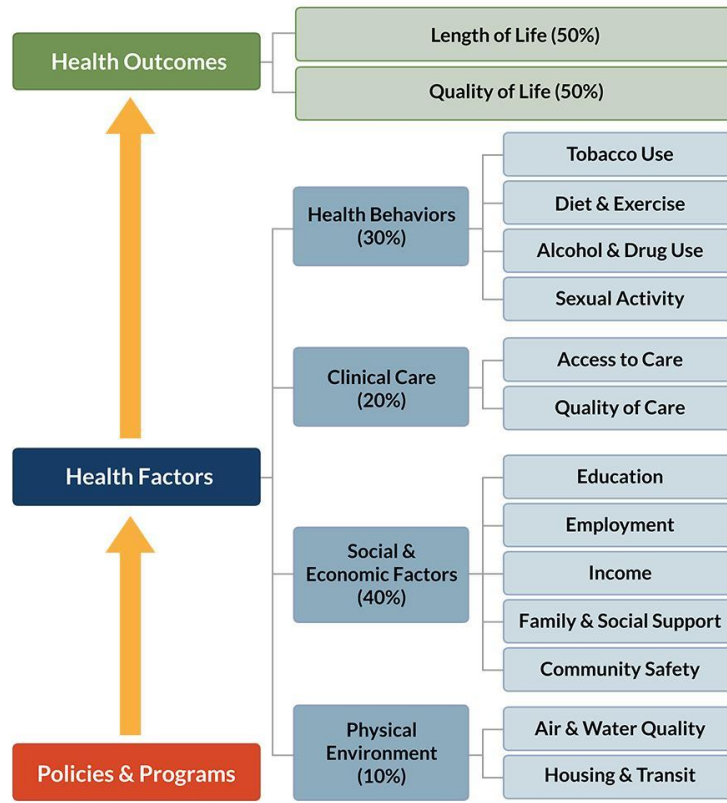
# COUNTY PLANS

## Social and Economic Factors and Physical Environment

- Access to Care and Providers
- Screening and Prevention Mechanisms
- Social Determinants of Health

## Health Behaviors and Clinical Care

- Obesity
- Diabetes
- Heart Disease
- Behavioral Health
- Cancers



County Health Rankings model © 2016 UWPHI





# SB707 RURAL HEALTH CARE WORKGROUP



- Establish Rural Community Health Complex Demonstration
- Establish a Rural Health Collaborative
- **Establish Rural Scholarship program**
- **Incentivize students and residents to practice in rural Areas**
- Streamline MD Loan Assistance repayment Program
- Realign J-1 Visa Program
- **Fund additional NP and PA programs**
- **Enhance behavioral health services**
- **Community Health Workers programs**
- Special Hospital designation for rural communities
- **Expand transportation**
- **Address health needs of immigrant and elderly populations**



# FOCUS GROUPS PARTICIPANTS

## TOTAL CONSUMER FOCUS GROUP PARTICIPANTS from 18 Rural Counties

**151**

**109**  
FEMALES

**42**  
MALES



**50% Married**  
**50% Single**

*Those who were parents  
the majority reported  
having two children.*

White	69.0%
African American	29.0%
Hispanic/Other	2.0%

## TOTAL HEALTH CARE PROVIDERS OR PARTNERS from 18 Rural Counties

**178**

**141**  
FEMALES

**37**  
MALES



**102**  
Work for public  
companies

**146**  
Work for not-for-profit  
organizations

White	82.0%
African American	12.0%
Asian-American	6.0%
Hispanic or Latino	3.0%





# CONSUMER FINDINGS



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## Access Barriers

- Transportation
- Health Insurance
- Overbooked providers
- Hours of Services
- Lack of care coordination

## Gaps

- Lack of specialists, both child and adult
- Lack of behavioral health services
- Lack of oral health services





# PROVIDER FINDINGS



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## Access Barriers

- Transportation
- Stigma and culture
- Insurance coverage and affordability
- Awareness of services
- Health literacy and health insurance literacy

## Gaps

- Lack of behavioral health services
- Lack of oral health services
- Language Skills



# SOLUTIONS



## Consumers

- Recruit and retain providers
- Peer support groups
- Health Education in schools

## Providers

- Community health centers
- Telehealth services
- Mobile Health Units
- Database of existing resources





# SUMMARY OF FINDINGS



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- Access to Care
- Sustainable funding Mechanism for Health Care Services
- Care Coordination
- Chronic Disease Prevention and Management
- Health Literacy, Health Insurance Literacy and Health Literate Organization
- Outreach and Education





# UNINTENDED CONSEQUENCES



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- The perception that people are being discharged sicker from the hospital or not admitted to save money
- People in pain management protocols are being mislabeled as addicts by the health care community



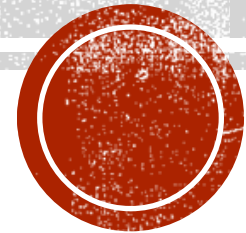


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# RECOMMENDATIONS





# POLICY RECOMMENDATIONS



- Medical Transportation and EMS reimbursement
- Best Practices Study for the Recruitment and Retention of Healthcare Professionals
- Plain Language Policy
- Behavioral Health Treatment Regulations
- Telehealth Expansion and Reimbursement
- Reimbursement for Care Coordination





# SYSTEM-BASED RECOMMENDATIONS



- Training for Transportation Professionals
- Telehealth Expansion and Medication Management
- Care Coordination and No Wrong Door
- Database of Existing Resources
- School-Based Health Clinics
- Mobile Health and Crisis Services
- Transportation Services
- Expansion of Non-clinical Health Professionals
- Social Media and Marketing Services
- Community Trust Building
- Stigma Reduction





# INDIVIDUAL RECOMMENDATIONS



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- Health Insurance Literacy Education
- Patient Advocacy
- Healthy Lifestyle Education



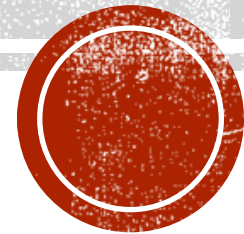


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# FEEDBACK PHASE





# STATE-WIDE DISSEMINATION



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Access Carroll  
Adfinitas Health  
Affiliated Sante Group Eastern Shore Crisis Response  
AHEC West  
Allegany County Health Department  
Atlantic General Hospital  
Baltimore Area Health Education Center  
Baltimore County Health Department  
Behavioral Health Administration, MDH  
Behavioral Health System Baltimore  
Bon Secours Baltimore Health System  
Brain Injury Association of Maryland  
Calvert County Health Department  
Calvert Memorial Hospital  
CalvertHealth Medical Center  
Caroline County Health Department  
Carroll County Health Department  
Carroll Hospital Center  
Cecil County Health Department  
Charles County Health Department  
Chesapeake Voyagers, Inc.  
Choptank Community Health System, Inc.  
Co-Chairs of Rural Health Care Delivery Workgroup  
Cornerstone Montgomery  
Crisfield Clinic  
Dorchester County Health Department  
Eastern Shore Area Health Education Center  
Eastern Shore Entrepreneurship Center  
Eastern Shore Hospital Center

Eastern Shore Land Conservancy  
Eastern Shore Oral Health Task Force  
Family Healthcare of Hagerstown  
Family Services, Inc.  
Frederick County Health Department  
Frederick Memorial Hospital  
Frostburg State University  
Garrett County Health Department  
Garrett Regional Medical Center  
Greater Baden Medical Services, Inc.  
Harford County Health Department  
Health Care Financing, MDH  
Health Partners  
Heron Point  
Kennedy Krieger Institute  
Kent County Health Department  
Lifespan Network  
Maryland Academy of Family Physicians  
Maryland Area Health Education Center  
Maryland Association of County Health Officers  
Maryland Citizens' Health Initiative Education Fund, Inc.  
Maryland Community Health Resources Commission  
Maryland Dental Action Coalition  
Maryland Department of Agriculture  
Maryland Department of Health  
Maryland Department of Natural Resources  
Maryland Head Start Association  
Maryland Health Care Commission  
Maryland Health Services Cost Review Commission

Maryland Hospital Association  
Maryland State Office of Rural Health  
Mary's Center  
MCC Medical Clinic  
McCreedy Memorial Hospital  
MedChi, The Maryland State Medical Society  
MedStar St. Mary's Hospital  
Mental Health Association of Frederick  
Meritus Medical Center  
Mid Shore Behavioral Health, Inc.  
Mid-Atlantic Association of Community Health Centers  
MidShore Regional Council  
Mobile Medical Care  
Montgomery County Health Department  
Mosaic Community Services  
Mountain Laurel Medical Center  
NORC Walsh Center for Rural Health Analysis  
Office of Communications, MDH  
Office of Governmental Affairs, Policy & Regulation, MDH  
Office of Population Health Improvement, MDH  
Office of Process Transformation, MDH  
Office of Public Health Services, MDH  
Owensville Primary Care  
Pascal Youth and Family Services  
Peninsula Regional Medical Center  
People Encouraging People  
Potomac Healthcare Foundation  
Pressley Ridge  
Queen Anne's County Health Department

Rural Maryland Council  
Somerset County Health Department  
St. Mary's County Health Department  
Talbot County Health Department  
The Lower Shore Clinic  
The Youth Ranch  
Three Lower Counties Community Services  
Tri-County Council for the Lower Eastern Shore  
Tri-State Community Health Center  
Union Hospital Of Cecil County  
University of Maryland Charles Regional Medical Center  
University of Maryland Eastern Shore  
University of Maryland Extension  
University of Maryland Harford Memorial Hospital  
University of Maryland Medical Center at Dorchester  
University of Maryland Medical Center, Baltimore  
University of Maryland Psychiatry  
University of Maryland School of Public Health  
University of Maryland Shore Regional Health  
University of Maryland Upper Chesapeake Health  
Walden Sierra, Inc.  
Washington County Health Department  
Way Station, Inc.  
West Cecil Health Center  
Western Maryland Health System  
Wicomico County Health Department  
Worcester County Health Department  
Worcester County Health Department





# FEEDBACK ON DRAFT



DRAFT Rural Health Plan shared extensively:

- MRHA Board of Directors
- MRHA Membership, Partners, Collaborators, etc.
- Rural Health Charter at the Maryland Department of Health
- Rural Health Care Delivery Workgroup on the Mid-Shore
- Working session at 2017 Maryland Rural Health Conference in October





# FEEDBACK REQUEST FORM



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2017 Maryland Rural  
Health Plan DRAFT

Feedback Request Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

SUGGESTED EDITS/CORRECTIONS: (please include page # and be specific)

TOPICS OR SUBJECT AREAS THAT ARE NOT INCLUDED THAT YOU  
WOULD LIKE TO SEE ADDED:

FEEDBACK ON THE PLAN DEVELOPMENT SECTION:

P.O. Box 475 • Centreville, Maryland 21617 • (410) 693-6988 • [Iarawilson@MdRuralHealth.org](mailto:Iarawilson@MdRuralHealth.org)



2017 Maryland Rural  
Health Plan DRAFT

Feedback Request Form

FEEDBACK ON THE WHAT THE DATA TELLS US SECTION:

FEEDBACK ON THE RECOMMENDATIONS SECTION:

NAMES OF ORGANIZATIONS THAT YOU WOULD LIKE US TO CONTACT  
TO ELICIT FEEDBACK PRIOR TO THE PLAN BEING PUBLISHED:

ANY ADDITIONAL COMMENTS OR FEEDBACK:

P.O. Box 475 • Centreville, Maryland 21617 • (410) 693-6988 • [Iarawilson@MdRuralHealth.org](mailto:Iarawilson@MdRuralHealth.org)





# INCORPORATING FEEDBACK



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- Edits and corrections
- Topics or subject areas that are not included
- Feedback on:
  - Plan development section
  - What the data tells us section
  - Recommendations section
- Any additional comments



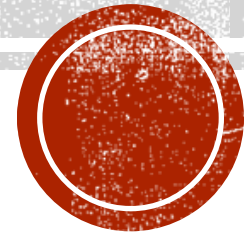


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# **DISTRIBUTION & IMPLEMENTATION**





# DISTRIBUTING THE FINAL PLAN



- MRHA Members, Partners, Collaborators, etc.
  - Rural County Health Departments
- Rural Maryland Council Board, Committees, and Membership
- State Office of Rural Health distribution lists
- Maryland General Assembly
  - Rural Caucus and Regional Delegations
  - Health Care Subcommittees and key legislative committees





# INTERACTIVE WEBSITE



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- MRHA received grant funding to build an interactive Maryland Rural Health Plan Website
- Vision of the interactive website is to increase access to Maryland's rural health data, to increase uses of those data for rural health purposes, and to connect rural communities regionally and statewide
- Will measure both the success and functionality of the website as well as the ability of the website in engaging rural health organizations in new and different ways
- Help identify problem areas and determine the best ways to improve functionality and access across rural Maryland





# IMPLEMENTATION OF THE PLAN



- MRHA is working with:
  - Office of the Health Secretary
  - State Office of Rural Health
  - Maryland Community Health Resources Commission
  
- Identifying the 2018 Rural Health Care Priorities for the state of Maryland
  1. Transportation
    - Non-emergency transportation for vulnerable populations
  2. Access to Care
    - Workforce recruitment and retention





# IMPLEMENTATION OF THE PLAN



- Pilot projects to be developed:
  - Innovative
  - Sustainable
  - Replicable
  - Help break down barriers of accessing care and social determinants of health





# CONTACT INFORMATION



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  - 410-693-6988

